GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4465
ANSWERED ON:14.12.2016
Advertisement Campaign of PM
Moily Dr. M. Veerappa

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has separate allocation in the budget for being spent on advertisement campaign of the Prime Minister (PM); and

(b) if so, the details of the annual budget on the expenditure incurred for such advertisements during the last two years?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b) No, Sir. There is no such separate allocation by Ministry of Information and Broadcasting to Directorate of Advertising and Visual Publicity (DAVP), the nodal agency of release of Central Government Advertisements, for advertisement campaigns of the Prime Minister of India.

****